Tips & Tools for Mental Health Matters Month

MAY IS MENTAL HEALTH MATTERS MONTH

#StrengthInCommunity

March 2019
Introductions

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Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health.
Welcome!

- Please **mute** your line
- If you have a **question**, **technical problem** or **comment**, please type it into the “Questions” box or “raise your hand” by clicking the hand logo on your control panel
The online activation kit will be available by the first week of April.

You will receive a copy of these slides after the webinar.

MAY IS MENTAL HEALTH MATTERS MONTH

#StrengthInCommunity
Step Up to the Plate

MAY 2019

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2019 Theme

MAY IS MENTAL HEALTH
MATTERS MONTH

#StrengthInCommunity

MAYO ES EL MES DE
LA SALUD MENTAL

#FuerzaEnLaComunidad
Fence Art Activity

MAY IS MENTAL HEALTH MATTERS MONTH

This May, Each Mind Matters: California’s Mental Health Movement is supporting mental wellness through building resilience within our communities. Research shows that resilience is not a trait that people either have or do not have. It includes learned behaviors, thoughts and actions that can be developed in anyone.

This fence installation is meant to show Californians that we are not alone, and that resilience can be found and fostered by connecting with others around us. We encourage you to find #StrengthInCommunity.

Follow along and post your own photos using the hashtags #EachMindMatters and #SanaMente.

FENCE ART

In this year’s Mental Health Matters Month toolkit, we are debuting a new activity to elevate the visibility of Each Mind Matters: California’s Mental Health Movement within our communities. Drawing inspiration from street art and the toolkit theme of #StrengthInCommunity, this fence activation is fun, easy, and will spark conversations about mental health across the state.

In your toolkit box you will find the materials you need to execute this installation:
- Lime green duct tape
- A 5"x7" postcard explaining the installation to people who are walking by
- Zip tie to secure the postcard to the fence

To complete this activity, you will need to find an area on a chain link fence that is at least a few feet wide. Be sure to get permission to use the fence for this activity! Look for a fence in an area that has a lot of foot traffic.

Once you have selected your location, visit EachMindMatters.org/fence for detailed instructions and templates that will show you how to place the duct tape. We have provided templates for the words Hope, Ánimo, Fuerza, and the lime green ribbon.

When you have set up your fence activation, please share photos of your fence with us! Via social media, tag @EachMindMatters and use the hashtags #EachMindMatters and #StrengthInCommunity so we can share your work with our followers.
Share your photos on social media!

Tag us using @EachMindMatters
Door Hanger Activity
Affirmation Cards

- SAY HELLO TO SOMEONE NEW.
  It might make a difference.

- EachMind MATTERS
  California’s Mental Health Movement
  Need help? Call the National Suicide Prevention Lifeline at 1.800.273.8255 or text EMM to 741741 for free crisis counseling, 24/7.

- You make my life better just by being in it.

- I can. I will. I am.

- IF YOU WANT TO GO FAST, GO ALONE.
  IF YOU WANT TO GO FAR, GO TOGETHER.

- I’ve been there.
  I’m here now.
“Al final del día podemos aguantar mucho más de lo que pensamos que podemos.”

——— Frida Kahlo ————

Quisieron enterrarnos, pero no sabían que éramos Semillas.

Todos tenemos cicatrices, todos tenemos historias.

El 50 por ciento de nosotros sufrirá de un reto de salud mental en nuestra vida. Por eso todos debemos de alzar la voz.

SanaMente.org

Si necesitas asistencia inmediata, llama a la Red Nacional de Prevención del Suicidio al 1.888.628.9454.

Estaré a tu lado... cuando necesites más apoyo.
Activation Kits

- Door Hangers
- Fence Art Activity Sheet and Postcards
- Lime Green Duct Tape
- Message Cards
- Poster and Brochure
- Green Ribbons and Wristbands

FENCE ART

In the world’s Mental Health Matters Month toolkit, we are debuting a new activity to raise the profile of mental health –a Fence Art Movement within our communities. Drawing inspiration from street art and the toolkit theme of ‘stretched together,‘ this fence activity is fun, easy, and will spark conversations about mental health across the city.

In your toolkit box you will find the materials you need to execute this installation:
- Lime green duct tape
- A 6x9” postcard explaining the installation to people who are walking by
- Zip ties to secure the postcard to the fence

To complete this activity, you will need to find an area on a chain link fence that is at least a few feet wide. Be sure to get permission to use the fence or this activity could get a fence in trouble (not a lot of traffic).

Once you have selected your location, visit EachMindMatters.org/fence for detailed instructions and templates that will show you how to install the duct tape. We have provided templates for the words Hope, Future, and the lime green ribbon.

When you have set up your fence installation, please share photos of your fence with us on social media. Tag EachMindMatters and use the hashtags #EachMindMatters and #MentalHealthMatters so we can share your work with our followers.
How do you access these materials?

1. Please fill out the post survey and let us know what materials you are interested in. We have a small supply of Activation Kits available for webinar participants. (Limited while supplies last)

2. Easy to use templates to print the materials on your office computer or at your local printer are available.

3. All materials can be ordered at the Each Mind Matters Store: www.eachmindmatters.org/shop/
Q&A
Online materials include:

- Activation Activity
- Social Media Posts
- Email Templates
- Hand-outs

Note that these materials can be found and downloaded at EachMindMatters.org/May2019

All materials are bilingual
(English and Spanish)
Online Materials

- Social Media
- Resources
- Activity Tips
- Email Blasts
May is Mental Health Matters Month and lime green is the national color of awareness. Show us how you are incorporating lime green in May. [Share]
your photos with us and get your lime green gear at EachMindMatters.org.

Social media can be a powerful tool to initiate change. Watch our quick video with helpful tips on ways to use your social media channels to be a part of the mental health movement. [Watch]

- Wear the “Twibbon” on your social media profile picture. You can easily add a “Twibbon” from: [Add Twibbon]
- RT to let others know they aren’t alone if they ever need to talk. Being open and honest is the best way to end stigma! [RT]
- Show your support for Mental Health Matters Month and #EachMindMatters wherever you are by using the hashtag #MillionsLikeMe
Social Media Images
More content to share - Videos!

vimeo.com/eachmindmatters

What is stigma?  
https://vimeo.com/145923301

How to start a conversation on social media:  https://vimeo.com/134363573

What is EMM?  https://vimeo.com/128939915

How to start a conversation about mental health: https://vimeo.com/129273542

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Each Mind Matters – Mental Health Awareness Month

Each Mind Matters Social Media Channels

Campaign Hashtag: #EachMindMatters

Instagram: Instagram.com/EachMindMatters/

Facebook: Facebook.com/EachMindMatters

Twitter: @EachMindMatters
Social Media: Examples from across the state
Social Media: San Luis Obispo County

County of San Luis Obispo Behavioral Health Department
@slobehavioralhealth

County of San Luis Obispo Behavioral Health Department
May 4: San Luis Obispo

Did you know like green is the national color for mental health awareness? Here’s what our staff has to say about their mental health support! What would you write on your lime green ribbon? 😊

#SLOBHD #SLOCo #mentalhealthawareness #mentalhealth #endthestigma #eachmindmatters #awareness

Today our team was a part of Cal Poly’s 31 Days of Wellness - Emotional Wellbeing Fair. Students, staff, and faculty spun the wheel and answered mental health trivia. They also shared their Each Mind Matters’ Green Ribbon: statements of encouragement or support were written on their green ribbons. Catch them again at 31 Days of Wellness-Community Wellbeing Fair next week to learn more about mental health!

#SLOBHD #SLOCo #mentalhealthawareness #mentalhealth #endthestigma #eachmindmatters #awareness #MentalHealthMonth
Q&A
California Counties Promote Mental Health Awareness

Inspiration from 2018 Mental Health Awareness Month Activities across the State
Alameda County
Butte County
Fresno County

Fresno Cares

Home
Events
Reviews
About
Photos
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Community

Fresno Cares

Superintendent of Schools, Jim Yovino and Fresno County Board of Education members, Debert Cedergard, Dr. Allen Clyde, Ismael Herrera and Nelson Esparza were seen wearing green ribbons in support of Mental Health Awareness Month. On May 17th, the board also adopted the resolution declaring May as Mental Health Awareness Month.

Fresno Cares

Fresno Cares

Each Mind Matters Special Edition - April 2022

Read all about it! A special edition of the Each Mind Matters Newsletter is out, packed full of Mental Health Matters Month information and resources.

Fresno Cares

We would like to CONGRATULATE CLOVIS EAST HIGH SCHOOL for receiving 1st Place for their Directing Change film at the recent Directing Change Awards Ceremony in Los Angeles. This experience was definitely one to remember!

Fresno Cares

Mental Illnesses are common & TREATABLE

The May meeting will be held at the UC Merced Partnerships.

The purpose of the Fresno County Suicide Prevention Council is to bring together a vast cross-section of government, community-based organizations, non-profit efforts, communities, and others to:

- Learn about suicide prevention

See More
Imperial County

Mental Health Awareness Walk
May 10th 2018

Walk 2 laps around the track
12:50pm - 1:20pm

Refreshments, Resources & Guest Speaker
Inside the College Center
1:30pm - 2:30pm

All IVC Students, Faculty & Staff welcome!
Please wear Lime Green to show support.

Because YOU matter
Kings County
Lassen County
Nevada County Reads and Writes presents a special event highlighting community resources for mental wellness. The Library will host representatives of a variety of local non-profit and county-based mental health and family support resources, as well as giveaways and fun and hands-on activities. [Visit link](http://madelynhelling.evanced.info/signup/EventDetails...)
Monterey County
San Bernardino County Department of Behavioral Health in collaboration with the Rialto Farmers Market Presents Meet the Artist

Join us in celebration of May Mental Health Month as we display artwork that promotes wellness, recovery and resiliency. Come out to the Farmers Market and enjoy all the delicious foods, fresh produce and baked goods.

Forms of payment accepted:
Cash, Visa and MasterCard

May 9 and May 16, 2018
12-2 p.m.
Rialto City Hall
150 South Palm Ave, Rialto

For questions contact
Jessica Aguirre
(909) 474-3585
jaguirre@sbhc.sbcounty.gov
Cynthia Gutierrez
(909) 474-3585
gutierrez@sbhc.sbcounty.gov
(DWR 7-1 for TTY users)
Riverside and San Bernardino Counties Directing Change Award Ceremony
Mental Health Matters!

Throughout the month of May, people from San Diego and across California will come together to spread awareness about the importance of mental health.

If you support Mental Health Awareness

Click Here

Link Up: Help and support are available. For information and mental health resources, visit: Up2SD.org
May Activities at CBOs and Schools
Q&A
If you are hosting a public event, add it to the Each Mind Matters events page to attract a larger audience!

http://www.eachmindmatters.org/events/

To order ribbons, T-shirts and other educational resources and wearable outreach items visit the EMM Store.

www.eachmindmatters.org/store
Save the date!

Directing Change Award Ceremony and Screening May 21\textsuperscript{nd}
Tuesday, May 21, 2019 | 11-2 p.m.
Los Angeles County

The 6\textsuperscript{th} annual Directing Change Award Ceremony will be hosted at Historic Theatre at the Ace Hotel and will include a red carpet reception, films screening and award ceremony. To RSVP visit: www.directingchangeca.org

Mental Health Matters Day
CALIFORNIA STRONG!

MAY 22, 2019
9:30am - 2pm
www.mentalhealthmattersday.org/
Each Mind Matters is California's Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.

Search Our Resources

Search

Advanced Search

Featured

Mental Health Awareness Week Toolkit

A toolkit with resources for Mental Health Awareness Week.

Explore »
Explore Our Initiatives

Each Mind Matters
California’s Mental Health Movement.
EXPLORE »

Know the Signs
Pain isn't always obvious. Suicide is preventable.
EXPLORE »

SanaMente
Movimiento de Salud Mental de California
EXPLORE »

Directing Change
A student film contest that focuses on suicide prevention and mental illness.
EXPLORE »

Walk In Our Shoes
An educational campaign that teaches children about mental health.
EXPLORE »

Ponte en Mis Zapatos
Una campaña educativa que enseña a los niños de la salud mental.
EXPLORE »
Women’s History Month
Celebrate Women's History Month with these resources.

Children
Support the child in your life with these tools and resources.

LGBTQ Pride
Raise awareness and celebrate LGBTQ pride with these resources.

Higher Education and Faculty
Check out available resources for those working in higher education.

Suicide Prevention Week
Take the time to learn what to do so you're ready to support someone when it matters most.

Black History Month
Celebrate the achievements of African Americans in the U.S.
Each Mind Matters is California’s Mental Health Movement. We are millions of individuals and thousands of organizations working to advance mental health. Browse our initiatives, collections and resources to find tools you can use to improve mental health and equality in your community, prevent suicide and promote student mental health.
### Advanced Search

**Keyword(s)**

- [ ] Branding and Logos
- [ ] Data and Reports
- [ ] Digital Advertisements
- [ ] Facilitation Guides
- [ ] Outdoor Advertisements
- [ ] Outreach Materials
- [ ] Posters and Brochures
- [ ] Presentations
- [ ] Press Materials
- [ ] Radio
- **[✓]** Toolkits
- [ ] TV
- [ ] Videos

**Resource Type**

##### Search Resources

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<th>Page</th>
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<tr>
<td>1</td>
<td><img src="image1.png" alt="Image" /> <strong>2014 Judge Impact Evaluation Report</strong> &lt;br&gt; A report highlighting the positive effects of training influencers in safe messaging techniques while judging student submissions for the Directing Change film competition. &lt;br&gt; <em>Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports</em></td>
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<td><img src="image2.png" alt="Image" /> <strong>2014 Outcome Statement</strong> &lt;br&gt; An overview of the impact of the 2014 Directing Change youth film competition. &lt;br&gt; <em>Directing Change, Influencers, Young Adults, Stigma and Discrimination Reduction, Suicide Prevention, English, Data and Reports</em></td>
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<td>3</td>
<td><img src="image3.png" alt="Image" /> <strong>2014 School Impact Evaluation Report</strong> &lt;br&gt; A report on the student and teacher survey disseminated</td>
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Shop

The Each Mind Matters Shop provides promotional and educational materials for supporting California’s Mental Health Movement. If you would like to order materials with a Purchase Order, please review the Purchase Order Process. If you have any questions about your order or the Shop, please contact Store@EachMindMatters.org.

Your purchase helps fight stigma in your community! All proceeds from the Each Mind Matters store go to support mental health outreach and education across California.

www.eachmindmatters.org/shop
Get involved at eachmindmatters.org

SanaMente.org
ElSuicidioEsPrevenible.org
PonteEnMisZapatos.org
BuscaApoyo.org

EachMindMatters.org
EMMresourcecenter.org
SuicideisPreventable.org
YourVoiceCounts.org
WalkinOurShoes.org
DirectingChange.org

Twitter: @eachmindmatters
Facebook.com/eachmindmatters
Instagram: eachmindmatters
If you are interested in requesting an Activation Toolkit, please fill out the evaluation survey!
To access the toolkit online:

http://www.eachmindmatters.org/get-involved/spread-the-word/